



State of Wisconsin

COUNCIL ON LIBRARY AND NETWORK DEVELOPMENT

A G E N D A

Council on Library and Network Development

March 10, 2006, 10 a.m. – 3 p.m.

10 a.m. – 3 p.m.

Wisconsin Reference and Loan Library

2109 South Stoughton Road

Madison, Wisconsin 53716

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|-----|--|---|------------------------------------|
| 1. | Call to Order | Kathy Pletcher, Chair | |
| 2. | Roll Call/Determination of Quorum | Roslyn Wise | |
| 3. | Welcome to Reference and Loan Library
(5 minutes) | Mary Struckmeyer,
Reference & Loan staff | Information |
| 4. | Adoption of Agenda | All | Action |
| 5. | Approval of Minutes for January 13, 2006
meeting | All | Action |
| 6. | Correspondence | Kathy Pletcher | Information, discussion |
| 7. | Presentation on Virtual Reference Service (30
minutes) | Mary Struckmeyer and
Mark Beatty, WiLS | Information, discussion |
| 8. | Presentation on Wisconsin Digital Archive
Pilot Project (30 minutes) | Abbigail Swanton, RLL
staff | Information,
discussion, action |
| 9. | Report on Preliminary LSTA Planning for
2007 (20 minutes) | Peg Branson, DLTCL | |
| 10. | Report on School Library Media Impact Study
(20 minutes) | Kate Bugher, IMT team | Information, discussion |
| | Lunch (45 minutes) | | |
| 11. | Library Legislation Update (15 minutes)
a. State
b. Federal | Rick Grobschmidt,
DLTCL | Information, discussion |
| 12. | DLTCL Library Team Reports (15 minutes
each)
1) Public Library Development
2) Instructional Media and Technology
3) Reference and Loan | Mike Cross
Steve Sanders
Mary Struckmeyer | Information, discussion |

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|----------------------------------|----------------|--------------------|
| 13. Future Meeting Dates | Kathy Pletcher | Discussion, action |
| a) May 12, 2006 – UW-Platteville | | |
| b) July 14, 2006 – TBD | | |
| c) September 8, 2006 – TBD | | |
| d) November 10, 2006 – TBD | | |
| 14. Announcements | All | |
| 15. Adjournment | Kathy Pletcher | Action |

COUNCIL ON LIBRARY AND NETWORK DEVELOPMENT

Meeting Minutes

March 10, 2006

10 a.m. – 3 p.m.

Wisconsin Reference and Loan Library

2109 South Stoughton Road

Madison, WI 53716

Members Present: Michael Bahr, Germantown
Don Bulley, South Milwaukee
Francis Cherney, Milladore
Miriam Erickson, Fish Creek
Catherine Hansen, Shorewood
Bob Koechley, Fitchburg
Douglas Lay, Mosinee
John Nichols, Oshkosh
Kathy Pletcher, Green Bay
Calvin Potter, Sheboygan Falls (arrived at 1 p.m.)
Susan Reynolds, Cable
Lisa Solverson, Viroqua
Linda Stelter, Eau Claire

Kristi Williams, Cottage Grove

Members absent: Barbara Arnold, Madison
Mary Bayorgeon, Appleton
Lisa Jewell, Superior
Pat LaViolette, Green Bay

Kris Adams Wendt, Rhinelander

DPI Staff: Peg Branson
Kate Bugher
Mike Cross
Rick Grobschmidt
Steve Sanders
Mary Struckmeyer
Abbigail Swanton
Roslyn Wise

Guests: Mark Beatty, WiLS

1. CALL TO ORDER

Kathy Pletcher called the meeting to order.

2. ROLL CALL/DETERMINATION OF QUORUM

Roslyn Wise called the roll; thirteen members were present at roll call so a quorum was present.

3. WELCOME TO THE WISCONSIN REFERENCE AND LOAN LIBRARY

Mary Struckmeyer welcomed the group to the Reference and Loan Library. She offered to give a tour over the lunch break or after the meeting for anyone interested. Kathy Pletcher thanked Mary for hosting the meeting.

4. ADOPTION OF AGENDA

Doug Lay moved that the agenda for today's meeting be adopted as presented; Miriam Erickson seconded the motion. The motion carried and the agenda was adopted.

5. APPROVAL OF MINUTES FROM JANUARY 13, 2006 MEETING

Don Bulley moved to approve the minutes from the January 13, 2006 meeting. John Nichols seconded the motion. There was no discussion. The minutes were approved.

6. CORRESPONDENCE

No new correspondence was reported. There was a brief discussion about correspondence from the last meeting included in member meeting packets. Kathy thanked the DPI staff for their assistance in drafting correspondence for COLAND.

7. PRESENTATION ON VIRTUAL REFERENCE SERVICE

Mary Struckmeyer from the Reference and Loan Library (RLL) and Mark Beatty from the Wisconsin Library Service (WiLS) gave a presentation on the online 24/7 reference service, Ask?Away. They provided as handouts a copy of a draft news release and an information sheet for educators. Mary gave a brief history of RLL's involvement in virtual reference, which began with a Library of Congress (LOC) project in the 1980s. The LOC contacted RLL, which serves as a statewide clearinghouse for reference services, and asked if they could refer questions they received about Wisconsin to RLL. RLL would answer the questions, and then tell the asking party that they could receive the same information at their local public library. This evolved into the Collaborative Digital Reference Service (CDRS), a pilot project initiated in 2000 using email. In 2002, the LOC and OCLC developed the Question Point software for virtual reference, which was one of several types of virtual reference software including "24/7." WiLS set up a consortium of public and academic libraries which paid a fee to participate in a virtual reference service called "Ask Wisconsin Librarians" which responded to questions from Wisconsin patrons only. It was not a 24 hour a day service. Some Wisconsin library systems such as SCLS purchased the "24/7" software. Last year OCLC purchased the company that produces "24/7," and so Wisconsin is now in the process of merging the two services. Last year the LSTA Advisory Committee authorized the use of \$66,000 for virtual reference services in 2006, which is an opportunity to expand to provide true 24/7 service.

Mark Beatty, automation and training librarian at WiLS, continued the discussion. He referred to his COLAND presentation last year in Oshkosh and commented that they had gone a long way toward realizing many of the goals for virtual reference he talked about at that time. He said that when "Ask Wisconsin" began, they operated for 66 hours a week and members consisted of 12 library "entities" (each entity represented multiple libraries); with "Ask?Away," 15 of the 17 library systems are members, along with 15 academic libraries or groups, totaling 383 libraries across the state. The public library systems and academic libraries pay \$1500 per year; individual libraries pay \$750 per

year, which gives them access to 24/7 live chat coverage. Any library not part of a paying entity can put the AskAway logo on their website, which will give their patrons access to live help 24/7. E-mail software and the ability to follow up on local patrons' questions are not available to these libraries. A discussion followed about the libraries and library systems that have not joined and the reasons for that, and what kinds of techniques can be employed to have these entities join the consortium. Mark also discussed how the "AskAway" service works, the types of reference services available, and the public relations activities currently underway. PR strategies include adding the Ask?Away logo to the BadgerLink homepage, to the "wi.gov" portal page, and to encourage all state agencies to add the logo to their intranet home pages, so the service will be easily accessible for all state employees. Miriam Erickson asked Mark how COLAND members can access information to be distributed to community agencies where they live; Mark said he would send them more information when it becomes available. John Nichols moved that COLAND send a letter to the governor encouraging him to have the logo added to all state agency home web pages; Kristi Williams seconded the motion, and the motion passed.

8. PRESENTATION ON WISCONSIN DIGITAL ARCHIVE PILOT PROJECT

Abby Swanton, Wisconsin Document Depository Librarian gave a presentation on efforts to archive state government documents. The Digital Archive Project is part of the state's Document Depository Program, the purpose of which is to make Wisconsin state government documents available to all citizens. This program has been in existence since 1903, with documents being archived at three state level libraries, 10 regional libraries, 35 selected smaller academic and public libraries, and the Library of Congress. Since the advent of the Internet, an increasing number of publications are being published on the internet only and are no longer being printed. The project, which Abby began working on in 2004, is an effort to develop more systematic ways to obtain and preserve these publications which otherwise would be lost when they are removed from the web. Abby provided a handout of a Power Point presentation which briefly describes the

project and she gave a demonstration of the archiving process, using the OCLC Connexion software. Once electronic documents have been archived they are included in WISCAT. A discussion evolved about the types of documents that would be candidates for inclusion, and the need for local governments to digitize and preserve their records.

9. REPORT ON PRELIMINARY LSTA PLANNING FOR 2007

Peg Branson gave a report on planning for the LSTA grant awards program for 2007. She provided a handout with the preliminary 2007 LSTA budget, and a list of preliminary grant category ideas, to be considered at the next LSTA Advisory Committee meeting on April 11 and 12 in Madison. A public hearing will be held during the meeting.

As a follow-up to her report at the January COLAND meeting, Peg reported that the maintenance of effort penalty for 2006 turns out to be just slightly over \$33,400 (\$33,472), which had been anticipated and was already included in the planning for this new LSTA budget. The penalty for 2007 is estimated at around \$110,000. She mentioned that the DLTCL sent a letter to the IMLS requesting a waiver of the penalty but no response has been received as yet. Peg then highlighted some of the points in the handouts, with brief discussion of several of the preliminary categories. Of particular note was the extension of shared integrated library systems funding into next year, and how long LSTA funds should be used for this purpose. A couple of other topics also generated extended comments from some members of the council, one of these was a discussion of the value of doing an Economic Impact Study. Mike Cross commented that someone from WLA could come to a future COLAND meeting and do a presentation on the Campaign for Wisconsin Libraries. Peg also mentioned a couple of typos in the handouts: on page 4 the Virtual Reference amount should be \$70,100, not 77,100; also, on page 8 the Economic Development Study amount should be \$50,000, not \$15,000.

10. REPORT ON SCHOOL LIBRARY MEDIA IMPACT STUDY

Kate Bugher gave a report on the School Library Media Impact Study. It was designed to be a year-long study, but the funding did not come through until February 2005 so the time frame was dramatically condensed. The objectives of the study were to examine the leadership and instructional roles of library media specialists (LMS) and to measure their impact on and contributions to student achievement. The study was divided into three parts: a survey of students and teachers to provide a qualitative study on how students benefit from library media programs; a survey of library media specialists to provide a quantitative analysis on programs, structure, resources, and operations which was the major part of the study, and a case study of best practice profiles. Kate said they had a very good response to the online surveys, which collected data from 51 randomly selected schools (began with 75 but only 51 agreed to participate). Every certified library media specialist in the state was contacted, with 855 responding to account for 1,043 school library media centers. Kate provided a handout with a summary of the study's findings, concluding that school library media programs contribute to student achievement; the information and full copies of the study will be available on the IMTT website in the near future. Kate commented that this type of study should be repeated on a regular basis.

11. LIBRARY LEGISLATION UPDATE

Rick Grobschmidt gave an update on library legislation. He mentioned the list of Common School Fund distributions by senate district that was included in the COLAND packets. He also commented that the letter to the Dept. of Administration Joint Finance Committee regarding the state budget cuts and the LSTA MOE penalty that had been approved at a previous COLAND meeting regarding LSTA penalty. The letter has not yet been sent; the division is waiting for a response from the IMLS to a letter the DLTCL sent requesting a waiver of the penalty.

Rick reported on the legislature, which met yesterday for their last scheduled floor period, although they are scheduled to come back April 25. A number of library issues have not yet been acted on that are expected to come again. A hearing on SB 258 (R-rated videos) has been held but no committee vote has been scheduled. Senate Bill 273 (one of the Task Force bills) passed both houses without amendment so will now go to the Governor for the signature. Senate Bill 272 (the other Task Force bill) passed the Senate, but 3 amendments were added in the Assembly committee and adopted on the floor of the Assembly yesterday; the bill was immediately message to the Senate but because so many bills were sent over there were objections and One of the amendments to the bill was to remove section 10 (reciprocal borrowing as a condition of system membership). Other library legislation being considered including AB 483 which would eliminate the maintenance of effort requirement for system membership; the recommendation for passage failed in committee on a 4-4 vote. Also, AB 1022 was voted out of committee (provides exemption from the county library tax, targeted at Mequon community) passed the committee but did not make it to the Assembly floor. Assembly Bill 152 (shift money from the CSF to the county clerks' offices) did pass the Senate on a partisan 19-14 vote. John Nichols moved that COLAND send a letter to the Governor asking him to veto AB 152; Kristi Williams seconded the motion. The motion passed. Cal Potter moved that COLAND send a letter to the Governor asking him to sign SB 273, and a letter to the Senate Organization Committee asking them to schedule SB 272 for the April session. John Nichols seconded the motion. Cal suggested library groups be cc'd on the letters. The motion passed. Rick reported there is nothing to report regarding federal; he said that Steve Sanders will probably mention cuts in Education Technology funding in his report.

Don Bulley brought up the subject of the 2005 Senate Joint Resolution which would control revenue instead of taxes (the new version of TABOR) and asked if COLAND wanted get involved at this time. John Nichols suggested that perhaps there should be a "hip pocket letter" in

opposition in case legislation related to this goes forward. (COLAND has already gone on records as opposing the first version of TABOR). After some discussion of the impact of this potential legislation on municipal, county, and school libraries, Don Bulley moved that a letter in opposition be prepared, Mike Bahr seconded. The motion passed.

12. DLTCL LIBRARY TEAM REPORTS

Mike Cross, Public Library Development Team director, gave a brief report on the activities of the PLDT. He thanked Cal Potter for his role when he was in the state senate in developing the Library Task Force bills. Mike also commented that (with the assistance of Bob Bocher and Steve Sanders) the BadgerNet conversion process is underway. He also mentioned that DPI will be receiving a request for an attorney general's opinion regarding the legality of some items in the City of Sheboygan's contract with its library director. Mike also reported that PLDT staff members Bob Bocher and Al Zimmerman have received an award from the National Center for Education Statistics for innovative and exemplary use of public library data, for information on the PLDT web site.

Steve Sanders handed out packets of IMTT-related materials and an outline of the topics included in his team report for today. Steve reviewed the team activities listed in the outline. He specifically highlighted cuts to Ed Tech funding; the division now knows that Wisconsin's allocation for FY06 is just over \$3.1 million, down from over \$8.3 million in 2004. He also talked the Ed Tech grant applications, which will be due April 14, and commented that they now have more flexibility in the number of competitive grants (but there will be no change in the numbers for this year), and that the division is encouraging schools to emphasize the role of library media specialists in their applications. Steve also talked about upcoming staffing changes (redistributions of responsibilities) for the IMTT team, necessitated by the resignation of Rob Roy and the inability to fill some vacant positions, and the 2006 District Technology Survey, a copy of

which is included in the packet that was handed out. He also discussed the IMTT's new emphasis on getting the word out about TeachingBooks.net, which now has IP authentication and districts can embed a link from their web pages. It is also available through BadgerLink. He also gave a brief update on enGauge and talked about the iSafe Internet safety program.

Steve also reported that the division has received a \$1600 grant from WEMA to help disseminate the results of the Library Media Impact Study to school districts, administrators, and school boards around the state. He then asked Kate Bugher to give a brief report on the just-concluded WEMA conference. Kate reported that for the first time, the WEMA conference was joined with the Brainstorm conference and was very successful with over 1100 attendees and over 100 exhibitors. Brainstorm is a group of approximately 175 education technology directors who have been meeting for the last seven years; the group has grown from 75 to 175 in that time. Several WEMA ad hoc committees have examined the possibility of restructuring the organization to broaden its membership and develop a stronger relationship with instructional technology personnel. A formal proposal was presented to the WEMA membership at the conference and the members voted 209 to 27 to endorse this reorganization plan and process. The new WEMA board will move forward with developing a final plan for reorganization and bring recommendations to the membership at next year's conference.

Catherine Hanson then returned to the topic of Ed Tech funding and asked if COLAND should send letters to members of Congress and to the President asking that education technology funding be restored to 2004 levels. Steve responded that he did not know if this was the time to send such a letter. After some discussion, Catherine moved to send the letter, Michael Bahr seconded the motion, and the motion passed.

Mary Struckmeyer reported on the activities of the Reference and Loan staff. She updated the group on the Wisconsin Resource Sharing and Information Access RFP draft; they hope to have the RFP out by the end of March, pending approval by the Department of Administration. Vendor response should be back by the end of June; a review team is currently being selected. Sally Drew hopes to have vendor demonstrations in July; she is working on getting permission for librarians from the field (which would include COLAND members) to attend the demonstrations. Someone suggested that an update on the vendor responses be on the agenda for the July meeting. There was some discussion of the state's bidding process; Cal suggested that an overview of the state RFP process be on the agenda for the May meeting. Rick offered to send out the guidelines when they are received.

4. FUTURE MEETING DATES

- a) May 12, 2006 – Tentatively planned for UW-Platteville.
- b) July, 2006 – Possible meeting at Kenosha Public Library; Mike Cross will follow up.
- c) September, 2006 – someone suggested Stephens Point.
- d) November, 2006 – no suggestions.
- e) January, 2007 – possible “virtual” meeting.

There was also some discussion about the public hearing that COLAND is required to hold related to the biennial report; Kathy suggested possibly holding this at the September meeting.

5. ANNOUNCEMENTS

Rick Grobschmidt reviewed the action items from this meeting. The council voted to send a letter to the governor and DOA asking for the inclusion of the “Ask?Away” logo

on state agency websites; a letter to the governor asking him to veto AB 152; a letter to the Senate Organization Committee asking them to schedule SB 272; a letter to the governor asking him to sign SB 273; a “hip pocket” letter opposing “TABOR 2” in case it is needed, and a letter to the Wisconsin congressional delegation and the president asking them to restore ed tech funding to 2004 levels. He also acknowledged the still-pending letter that will go to DOA regarding the LSTA MOE penalty that is a consequence of budget cuts, and the division will keep COLAND members informed of the DOA bid process.

6. ADJOURNMENT

Catherine Hansen moved to adjourn the meeting; Mirian Erickson seconded. The motion passed and the meeting was adjourned at 2:59.

Respectfully submitted,

A handwritten signature in cursive script, reading "Barbara J. Arnold". The signature is written in dark ink on a light-colored background.

Barbara Arnold, Secretary